

**CITY OF PLACENTIA
ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING MINUTES
January 22, 2013
6:00 p.m. – Community Room
401 E. Chapman Avenue, Placentia, CA**

CALL TO ORDER: Assistant City Administrator Ken Domer called the meeting to order at 6:00 p.m.

ROLL CALL:

PRESENT: Committee Member Rosalina Davis, Richard Landfield, David Nickey, Michael McAdam, Melanie J. Smissen-Coward, Kenny Binnings, Floyd Farano, Jo Ann Sowards, Janet Levy

ABSENT: Committee Member Sandy Patel, Victoria Mouroulis

STAFF PRESENT: City Council Liaison Scott Nelson; Assistant City Administrator Ken Domer; City Administrator Troy Butzlaff; Secretary Candice Martinez.

PLEDGE OF ALLEGIANCE: Assistant City Administrator Ken Domer

ORAL COMMUNICATIONS: None

Assistant City Administrator Ken Domer provided each Committee Member the Bi-Laws for the Economic Development Committee.

1. INTRODUCTION OF COMMITTEE MEMBERS

Introductions of the present Committee Members took place.

2. PRESENTATIONS/ADMINISTRATIVE REPORTS

a. Overview of Economic Development Committee

Mayor Scott Nelson gave a brief overview about the focus for the Economic Development Committee and his determination to work with the committee to help make the City successful in both commercial and retail business.

Assistant City Administrator Ken Domer noted that the Economic Development Committee consists of nine (9) official members with two (2) alternates. He noted that even though the alternates are not allowed to vote, their input is highly valuable to the committee. He provided an overview of the goals and responsibilities of the committee.

b. Primer on Economic Development

Assistant City Administrator Ken Domer provided the committee members with documents that gave an overview of idea's and strategies to help improve business within the City. He noted that there are limited funds for the economic development committee. He noted that the committee would focus on how to bring in and retain business in the City.

Mayor Scott Nelson encouraged the committee to come up with idea's to help improve business development in the City.

Assistant City Administrator Ken Domer noted that the City is currently working with the North Orange County Economic Partnership on developing a larger economic development strategy for the North Orange County area. He noted that the North Orange County Economic Partnership works with various cities and groups.

c. Future Economic Development Committee Process

Assistant City Administrator Ken Domer noted that the committee's goals are to create a better business climate, develop an economic development strategy, examine the concept of local sales tax sharing, promote "business landscape", and create a partnership with the State to create a recycling market development zone program.

COMMITTEE MEMBERS COMMENTS AND REQUESTS:

Committee Member Rosalina Davis inquired about the number of storefront and home based businesses in the City. Committee Member David Nickey expressed his concerns regarding the closure of Lakeview Drive, the Orange County Transportation Authority (OCTA) building a soundproof wall, and the need to have a signal light at the intersection of Miraloma and Lakeview Drive. Assistant City Administrator Ken Domer noted that he has spoken to OCTA regarding a possible signage program for businesses adjacent to the soundproof wall.

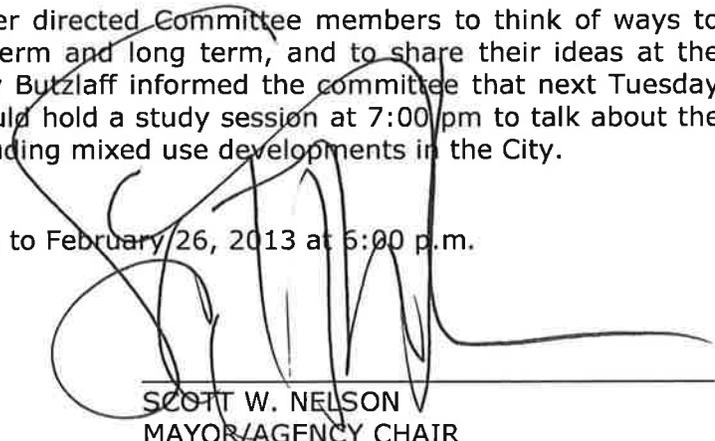
City Administrator Troy Butzlaff noted that the City would look into having a signal at Miraloma and Lakeview. Committee Member Floyd Farano discussed the issue of increasing business in the City and the need for the committee to meet more than once a month.

Committee Member Richard Landfield spoke in support of building a better business reputation for the City. Committee Member Michael McAdam noted that the concept of "branding" is a key element in the economic development of the City. Committee Member Richard Landfield inquired about the crime rate in the City compared to other surrounding cities. Committee Member David Nickey discussed the possibility of putting a sign in front of his business that says "Welcome to Placentia" because his customers believe that his business is in Anaheim.

Assistant City Administrator Ken Domer directed Committee members to think of ways to help improve businesses, both short term and long term, and to share their ideas at the next meeting. City Administrator Troy Butzlaff informed the committee that next Tuesday January 29, 2013, the City Council would hold a study session at 7:00 pm to talk about the 16 land use amendments (zoning) including mixed use developments in the City.

ADJOURNMENT:

The Committee adjourned at 7:21 p.m. to February 26, 2013 at 6:00 p.m.



SCOTT W. NELSON
MAYOR/AGENCY CHAIR

ATTEST:



CANDICE MARTINEZ
SECRETARY